



GRAPHICS GUIDELINES AND SPECIFICATIONS FOR PRINT OR DUPLICATION-READY ART



BASIC REQUIREMENTS - If your artwork request is to be either printed or sent to Duplicating, and it will be going out to the public, it must be routed through Graphics in order to maintain consistency with the City of Santa Fe image brand, and to be set up according to the current printing and duplication specifications.

SUBMITTING A WORK ORDER TO GRAPHICS

Please consult with Graphics before submitting a work order with text and images to be designed and formatted.

1. TEXT

- a. Please submit text in Microsoft Word. Plain text with minimal formatting. Please do not insert images into your Word text, as they are unuseable. (See below) Do not use tables, as they do not translate into our Desktop software programs. Please use the default text style as we might not have the text you choose. Times New Roman is usually the default font in Word. If you have a specific font you want to use, please provide us with it.
- b. If making changes to existing information, please mark up in red pen on document for minor changes. For extensive text editing, (more than two sentences) please type up in Word, as specified above. Graphics will provide proofreaders/editing specifications on how to mark up text to be changed upon request.

2. IMAGES

- a. Any graphics or photos, including digital photos that are to be imported or placed in the document are to be provided as tif, eps, or jpeg file formats. Resolution to be decided depending on how your document will be printed. Call Graphics for image specifications. In general, 300 dpi images are required.
- b. Any clip art, or any other images files placed by you in Word are not importable into our Adobe page layout and drawing software. We have extensive clip art packages in the department.
- c. Graphics now has a digital camera and the capability of doing photography.

3. PROJECT COORDINATION/PRINT BUYING

- a. Graphics will get price quotes, save and output graphics in file format according to the printer's specifications, and will arrange for pick up and delivery. The individual requesting the graphics order is responsible for acquiring the purchase order.
- b. For artwork to be sent to Duplicating, Graphics will send you a pdf to proof, then you will forward the pdf file to Duplicating along with the order form provided by Duplicating.

2. PRODUCTION SCHEDULE

- a. As a guideline, depending on size and complexity of media to be created, Graphics requires an average turn-around time of 3-5 working days for production. Jobs that require an immediate turn-around can be completed usually in one day or less. For manuals, booklets, etc. that consist of multiple pages, the time could be extended to 10 working days. Please include time for the proofing of your document, which could involve another few days.

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3. PRINT SCHEDULING

- a. Our printer vendors have advised us to allow for 5-20 working days for printing, again depending on size and complexity of the document, and the quantity to be printed. For example, a print order of 30,000 would require an average of 3 weeks at the printer.

4. UPLOADING FILES TO INTRANET OR CITY WEBPAGE

Graphics will provide you with a pdf of your file. Or jpegs or gifs if required. Please contact your department director or office manager for information on submitting any material for the city website.

Please Note: Our printing vendors will only accept files in specific formats. Duplicating is accepting digital files in a pdf format only.

5. CITY CLIENT'S RESPONSIBILITIES

- a. Graphics will provide you with a proof of your project. The city client is responsible for checking the artwork and signing off on it if it meets approval, or to notify Graphics of any errors, or changes in text or artwork.
- b. There is to be only one contact person assigned to the project, in order to avoid confusion as to directions in accomplishing the design and production of your project.
- c. Scheduling is to be clearly defined, i.e. when the project is due. The appropriate amount of time for design, production, and printing must be included, which will be discussed between Graphics and the city client. Each project is different and requires a different turn-around time.

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For further questions or assistance, please call Valerie Chelonis at 955-5726 or Brian Ferns at 955-5728.